



The Safe Choice

HYSTER COMPANY

Americas Division

SUBJECT: 2009 S.W.O.T.S. Analysis

ACCOUNT: Alcoa Corporation

Alcoa Corporate Contact: Bill Johnson - Pittsburgh, PA.

Hyster Account Manager: Scott O'Brien

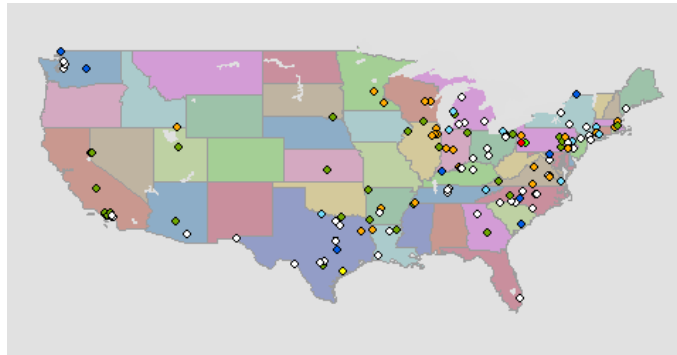
Hyster Account Administrator: Sammie Starr

Hyster Industry Manager: Jerry Davidson

Account Profile:

Alcoa is the world's leading producer of primary aluminum, fabricated aluminum, and alumina and is active in all major aspects of the industry. Alcoa serves the aerospace, automotive, packaging, building and construction, commercial transportation, and industrial markets, bringing design, engineering, production, and other capabilities of Alcoa's businesses as a single solution to customers. The company has 131,000 employees in 43 countries.

Facilities:



Location Categories

- ◆ Bauxite, Alumina and Chemicals
- ◆ Primary Aluminum
- ◆ Fabricated Aluminum Products
- ◆ Packaging and Consumer Products

- ◆ Castings and Related Products
- ◆ Related Products
- ◆ Technical Center
- ◆ Corporate





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STRENGTHS:

- Hyster currently is a preferred supplier to Alcoa.
- Hyster has a large installed base due to our SPED Engineering Department.
- Overall the Hyster Dealer Service Network continues to support the Alcoa facilities with Parts, Service and Rentals.

WEAKNESSES:

- Need for larger cushion lift trucks 22K – 25K.
- Perceived weakness in Class II & III Products.
- Hyster is not as strong with 4 of the largest Alcoa Plants in North America due to preferred competition.

